



Gremlinnews

Vol. 1 Number 1

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Gremlin MOVES!!

New Plant-New Games-New Plans As Gremlin Sizzles Toward 1977!

"BLOCKADE," "CoMOTION" TOP \$100 A DAY ON LOCATION!

When you're undisputed No. 1 in wallgames and production space is no longer a problem, what do you do? Of course, gamesters! And Gremlin's DOING IT — with three hot new formats to challenge the video and table markets. Four, actually, since we're producing our table soccer game "WORLD CUP" in two versions, single player and two-player. Both are colorful, exciting, and compact — for 250 quarters-per-square foot on location! "WORLD CUP" will be at the M.O.A., together with our other new entries that have pulled big bucks in single location trials.

"BLOCKADE" has everybody in Engineering cheering! Our lively, upright knocked 'em dead the first time out, but Lane Hauck's drawing board guys weren't satisfied. They brightened the already crisp screen action, and then sent BLOCKADE out again, to a 100-game arcade. This time the results made even Frank Fogleman happy. WITH A \$100 DAY! Orders have been rolling in, and BLOCKADE is rolling off the big new line at 8401 Aero Drive just as fast as those picky folks in Gremlin Quality Control will allow.

"CoMOTION" translates the nailbiting excitement (and profit potential!) of BLOCKADE to a table, formatted for two, three, or four players. AGAINST PLentiful COMPETITION IN A KEY CALIFORNIA LOCATION, "CoMOTION" EARNED \$213.50 IN TWO DAYS!

The advertising sequence alone is unbelievable including PLAYING INSTRUCTIONS SPELLED OUT ON THE SCREEN. You'll share our enthusiasm when you see this hot performer!



BECAUSE IT'S ABOUT HALF A FOOTBALL FIELD LONG — that's why you can only see part of our handsome new building, behind President Frank Fogleman and the smiling Gremlin group. Actually, you can only see part of them, too — full muster at Gremlin now exceeds 100, but part of the gang was still at our old location moving out when this picture was taken. For other views of our Super Structure, check Pages 2 and 4.

\$1.5 Million Building Sets High Standard For Coin Amusements Industry

"If a thing is worth doing, it's worth doing well." Gremlin's steadfast adherence to that good old 24 karat rule has paid off with our move on September 1 into our spacious new facility at 8401 Aero Drive in San Diego's Kearny Mesa industrial park area. The move culminates a facility expansion program that began two years ago. Our landscaped, 56,000 square foot two-story plant is a honey — and it gives us three times the space we had in our old leased quarters, several miles away.

Our new neighbors on Aero Drive are heads-up, forward-looking firms ... too! We're across the road from Montgomery Field, one of San Diego's major airports. With what we think is justifiable pride, we dedicate this first issue of Gremlinnews to our exciting new home.

LET'S GROW STEADY

Our coin game industry's growing, your business is growing, at Gremlin we're growing to beat the band. In the competitive months ahead it's going to be increasingly important for us all to stay in close touch, to compare notes, to swap ideas. That's what Gremlinnews is all about. Starting right now it needs input from YOU. And you might win an L.P.D. watch ... see Page 31



Our new Adobe Hacienda...



We've Come A Long Way, Baby...

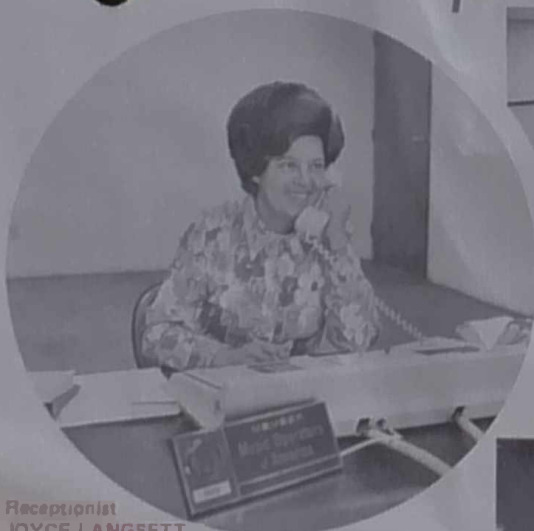
Since those long-ago days back in '73 when battery-acid coffee and 3 AM soldering blisters kept a handful of PLAY BALL! Wizards awake over their circuit boards behind a door that opened into an alley (inset photo) Gremlin has boogiehopped itself to a plateau of achievement that is the talk of the industry

and the pride of Gremlin personnel, who now number more than a hundred. Our handsome new home in San Diego's sunwashed Kearny Mesa industrial park is a stimulating place in which to work, but more importantly it provides space for Gremlin to expand and grow at an even greater rate in the future (see story

on Page 4). In the meantime, the Gremlin gang is settling in and enjoying every air-conditioned inch of our new plant's 56,000 square feet. About that door in the alley? 8401 Aero Drive sports twenty-two doors on the front of the building (see story on Page 4).

And The People Who Live In It

THE GROWING GREMLIN GANG IS LOVING IT - EVEN WITHOUT ALL THE FURNITURE



Receptionist JOYCE LANGSETT owns the cheery voice that greets you when you phone (714) 277-8700.



MARGIE ANN TURNER, JEAN KIRSTEIN, and DEANN COOMBS are three reasons to envy Purchasing Manager Bob Mitchell. They're in his department.



CATHY MURPHY with notebook and CAROL ROBERTS at the Computer Keyboard in Matt Burman's Accounting Dept.



Executive Secretary SUZANNE SWENSON telling someone that Frank Fogelman's out of town. (That's Frank's office in the background).



SUE DRAKE is one of the T.L.C. Specialists in Len De Groot's Customer Service Department.



In Printed Circuit Assembly, JERRY MARSHALL, RUBY McDADE, and ELAINE LEWIS are the folks we can see from this angle.



When you phone Marketing Director John Myers, the first helpful voice you hear usually belongs to Sales Coordinator LINDA NELSON.



Final Assembly, with JERRY HAMILTON, Supervisor MIKE NOLIN, JOHN GREEN and LINDA ALVAREZ.



Quality Control's ARNOLD MADRUGA double-checking it. Final Assembly.



HERB JACKEL and CLEONE PILIONE in our stock room. There's really space for everything!



Careful scrutiny from DOLORES REENAN, JOANNE BIRCH, DONNA FLOYD, TERRY LARGE on Hugh Hartley's Quality Control line.

from the desk of Frank Fogelman

Looking out of my office-with-a-view (which is a nice change!) I can see distant mountains, planes taking off and landing at Montgomery Field across the road, our front parking lot which is pretty full right now, and three windowglass labels that the workmen haven't scraped off yet.

I can also see an exciting future for Gremlin, because our industry is growing at a healthy clip and we have the good fortune to employ the best people in it. Their determination to make Gremlin always symbolize "the best" is just terrific.

And I can see each of you, our good customers, whose faith in Gremlin research and quality has made it possible for us to grow as fast as we have in three short years. We appreciate that faith, and we'll work very hard to keep it.

Now that we're in our big new home, we've already begun to implement our expansion plans with new games and different formats, and it's just the start. Working closely with you, we will continue to develop and produce "The Games People Really Play," which means games that produce maximum profits for you. At the same time, we promise that we'll never let growth compromise our reputation for quality. That's a trap into which we at Gremlin do not intend to fall.

Let us know your needs, your suggestions for improvement, and if you have them, your complaints. We're in this exciting "game" together!

And again, thank you - from all of us here at the Smilin' G Ranch.

Cordially,

Frank

New Growth Calls For New Office In New York, New York

Anybody old enough to remember when the U.S. decided it needed a "company car"? It got one, as you know, because the road was long.

Gremlin's real need for a "two means better" has resulted in a NEW YORK office with Malcolm Bains heading it up. This will bring us closer to our customers, and vice versa. Gremlin New York is headquartered in the Time-Life Building, Suite 940, Rockefeller Center, N.Y. 10020. The phone number is (212) 757-8808.



Pres. H. Frank Fogelman (R) welcomes Malcolm B. as head of Gremlin New York office.

Trapshoot, PlayBall, Fooswall Keep Quarters Clinking

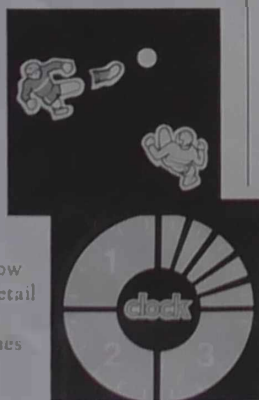
THE WALLS ARE ALIVE WITH THE
SOUND OF MONEY

While Gremlin moves in on the table and video fields with hot new formats, our important wallgames are getting plenty of attention, plenty of orders, plenty of action! (Our new facilities will make it possible to fill wallgame orders faster, by the way.)

A recent development in our wallgames division has been a modification of FOOSWALL play action and screen design. The game is now available with either soccer players or the original red and yellow circles, and with more detail on the clock face. Also, soccer field boundary lines have been applied to the screen surface, to make FOOSWALL more

"pictorial" for operators who want it that way.

The alterations are the result of input from our customers, and that's an important point. We want to hear from "the field," and we're ready to respond. Gremlin philosophy is that every idea that comes in is a good one unless and until it can be proven otherwise.



Now's Your Chance To Be A Newspaper Editor... And You Might Win Yourself An L.E.D. Watch

By John Myers, Marketing Director

Maintenance tips? In short, how can we make this a VALUABLE IDEA EXCHANGE? Our plans are to settle into a regular publishing schedule as soon as possible, but we'd like to incorporate some of your suggestions into our next issue.

To help you get your idea-lamp turned on, we'll award an L.E.D. watch for every suggestion we use. Fill in the coupon and sit in. Use another sheet of paper if necessary. Gremlinews is YOUR newsletter.



SEND THIS IN:

You Might Win A Watch!

My Suggestion (or Comments):

I am an

☐ Operator

No. of games I operate

No. of Gremlin games

☐ Distributor

☐ Other

ALSO: Do we have your correct mailing address?

☐ Yes

☐ Change as follows:

